



We are Prakriti

Prakriti Inbound Pvt. Ltd.

P I Infosoft Pvt. Ltd.

Prakriti Inbound Beijing Representative Office



JOURNEY BEGINS AT 1999

Prakriti Inbound Pvt. Ltd., established in 1999, is a company promoted by a dynamic team of skilled and experienced professionals having an extensive knowledge & experience with latest technologies. Prakriti as a travel agency enjoys a remarkable recognition in Far East Countries, especially in China, Taiwan and Hong Kong.

Prakriti is a highly technology and process driven travel service company. It has developed a sound technology backbone at a fraction of the cost that it would take anyone to develop. The staffing and operations too have been aligned with the technology. Easy use of the software by several business allies across countries and languages is an indicator of the strength of the system.

In an act that was an example of the company's farsightedness and commitment to the industry, Prakriti diversified in the field of travel technology, travel distribution services, hotel development & management services.

Along with innovative foresight, Prakriti Inbound supports stringent quality control processes to deliver high quality customized solutions.

Achieving optimum output for its stakeholders & clients through dedicated techno team is our primary priority.

A strong feature of Prakriti Inbound's technology platform is the intelligent integration of B2B and B2C models, where it counts; and a smart segregation of the two models, where necessary. The B2B facilities in the technology platform offer a complete travel ERP for agents, while ensuring their stickiness to Prakriti's travel supply chain. Further, the technology architecture is robust enough, to support both inbound and outbound; topping this with language flexibility ensures a platform for a truly anywhere to anywhere experience.

With head office in Delhi we have branches in Mumbai, Bilaspur, Siliguri and overseas offices in Beijing, California and Melbourne.

OUR MISSION

To be the preferred source of ideas, knowledge, investment, advice and implementation of technology based services to clients, partners and entrepreneurs worldwide.

MOVING AHEAD

Prakriti Inbound is focused on increasing its distribution from committed relationship that Prakriti intends to develop. More than huge number of association Prakriti wants to prove that commitment in relationship brings value on the table. Prakriti would like to see partnerships have understanding of India and other operating countries with deep sense of affiliation for partners, higher profitability for partnering companies, possibility to exchange technology for long term partnerships. It is all about being there for someone like you for long time to come. We believe we can develop partnership based on what all we can contribute and not what all we sell.

A partner program has been established to attract more countries in the same platform of our technology. We have tied up with local wholesalers and land service agents in revenue sharing mode. E.g. t2turkey.com, t2china.com, t2srilanka.com, tourism2bhutan.com. Brochures, newsletters and direct mailers with special offers and new products are sent to the prospective clients.

Our offices are set up in specific locations to service the B2B partners in a more efficient way.

For servicing the various markets, we have efficient multilingual staff onboard. The products and the marketing materials are also in region specific languages so that they are more acceptable in the respective markets.

KEY ACCOUNTS MANAGED

(A) During China Olympics in 2008, we have handled the entire logistics of Olympics torch in Delhi. Arrangement of coaches, hotels & language guides etc. were meticulously planned & executed. The China embassy in Delhi was actively involved in the whole process & worked very closely to make the entire event very successful.

(B) Handled the delegation led by Minister of Finance, China in 2011. The tour was for 3 days including a trip to Agra. All our arrangements were well appreciated by the delegation.

(C) Handled an Industrialist delegation led by Mayor of Guangzhou province, China 2010. Their purpose of tour was to promote trade links between India & China. The road show was organized by us on behalf of the delegation. This event was attended by large number of traders & invitees who had a serious B2B session with the visiting delegation.

(D) Handled special interest photography groups, who were part of major publishing house. They travelled widely in rural areas to capture the real beauty of India.

(E) Theatre groups & Dance troops from China, we organized there show in India. This arrangement was applauded by both the countries.

(F) Worked closely with India tourism on promotion of "Incredible India "roadshow in Taiwan & China.

(G) Actively involved in destination & tourism related product development program, which is been utilized by our preferred partners to keep an edge over competition.

THE PRAKRITI INBOUND PHILOSOPHY

This is the age of ever-changing dynamics - new needs; opportunities and solution providers emerge constantly. Businesses must be agile and flexible and be willing to commit themselves in the long run to every choice they make. This is not easy and organizations are right to turn to partners to help in cutting costs and lead times and enhancing global presence. The right partner can help a small business take on a giant, while wrong advice and support can send a Goliath spiraling downwards.

Prakriti Inbound with its strengths in technology based services, functional disciplines and investment acumen, is today helping leaders and trendsetters in industry analyze changing requirements, make sense of technology options and build durable solutions. We are now positioned as the ideal partners for the new economy, whether you are a business, entrepreneur or investor.

This is what makes us a company with an interesting philosophy, which is a unique combination of operating plus investing skills. If an idea inspires belief in us we go after it. This has helped us forge partnerships with some extremely high quality professionals and also keep pace with the changing dynamics of the industry. We back our philosophy with a highly driven team that has considerable experience in working with start-ups and helping them achieve their potential.

As a global and multi-domain company our mandate has been to create pioneering products and services that fulfill long-term needs rather than instant ones.

Our markets have traditionally been international and we realize that it is important to be closer to our markets and clients. This idea is driving us to increase our presence and network to different continents.

The philosophy around which Prakriti is basing its growth is that of "value added partnership", a philosophy that has successfully developed and made many of today's Indian businesses a force to reckon with.

All big events in history is sequence of lots of small events..... Van Gaugh.

THE PRAKRITI INBOUND'S VALUE PROPOSITION

While Prakriti Inbound is undoubtedly a global and multi-domain services company, it is not merely that! Our work speaks for itself but we believe that what goes on in the background is equally important to our success. Driving us forward is a committed Board of Directors (that includes prominent technology leaders and corporate visionaries) and a large network of distinguished associates around the world who are often instrumental in opening leads and closing deals. This backs up our undisputed technical skills and helps us create a complete package for clients, partners and investors alike.

OUR PRESENCE

From North America to Europe to Asia, Prakriti Inbound today is in the process establishing its presence in all the important markets of the world. International presence helps us service our clients better and enhances the reach of our business development teams. It has also brought us in close contact with professionals from around the world, some of who are our most valued partners today.

With the registered office based in New Delhi, India as Prakriti Inbound Pvt. Ltd., we have branches in Mumbai, Bilaspur and Siliguri as well. We also have local partners in Turkey, Sri Lanka, Nepal and Bhutan who provide us the support required to handle our services efficiently in these regions. Our subsidiary companies, Prakriti Australia Pty Ltd, Melbourne, Australia and our representative offices in California, USA and Beijing, China help us to service our B2B partners and also develop our market share in specific regions. Following are the details of the companies abroad:



PRAKRITI INBOUND BEIJING REPRESENTATIVE OFFICE

Our representative office in Beijing is working towards developing both inbound and outbound markets in China. Our focus is to tap the section of the tourists travelling to India, Nepal, Bhutan, Sri Lanka and Germany from China and vice versa.

P I INFOSOFT PVT. LTD.

P I Infsoft is autonomous subsidiary of Prakriti. It has specialized in providing technology backbone to travel industry.

It develops multilingual, technology backed travel platform where travel professionals from all parts of the world can work in tandem. The company specializes in developing efficient and affordable travel software and websites. OTA compatible XML, Dynamic packaging, GDS and 3rd Party API integration, CRM, CMS, Package costing and booking system for agents and ITOs are some of the works done by us.

Primarily, it manages websites, office automations software and web services of Prakriti.



Plug & Play

- Hotel Booking
- Fixed Tour with Hotel Customization



Office Operation

- Back Office Management System



Inbound Tour Operator Solution

OUR TEAM (INDIA TEAM)

In the knowledge economy, it ultimately boils down to people. Tangible assets play only supporting roles. Prakriti has invested heavily in assembling a strong mix of technical and managerial talent pool to ensure that both the front and back-end of our business is always top-of-the-line. Our people include –

Top technology professionals

Strong legal, finance, HR and strategy teams

Research and analysis teams

Board of Directors with an international flavor and diverse expertise areas

Mr. Sutanu Banerjee

Sutanu has obtained Masters in Chinese language from Jawaharlal Nehru University. He has experience of 20 years in the travel industry. Sutanu has been the forerunner in setting up a destination management program comprising a large network of hotels, airlines and tour managers. Besides, with his Chinese language competency, he has set up a China-wide network of agents who are serviced by Prakriti. Sutanu has launched campaigns like Click India, and India at your Finger Tips in China, Hong Kong and Taiwan. He has close relationships with ITPO and TNTPO (national and regional trade promotion councils) to promote bilateral trade exhibitions between India and China. Besides, as member of Confederation of Indian Industries and Federation of Indian Chamber of Commerce and Industries, Sutanu is active in promotion of tourism.

Ms. Suvarna Sadhu Banerjee

Suvarna has obtained Masters in Chinese language from Jawaharlal Nehru University. She is a qualified Chinese teacher. She has also completed PG diploma program in Marketing, Sales and Advertising from the YWCA, New Delhi. Suvarna was earlier associated with leading Indian newspapers, such as Loksatta (Marathi) and The Hindu (English). She was also a guest lecturer in Jawaharlal Nehru University for 4 years. In Prakriti, Suvarna focuses on servicing the Far East agents.

Mr. Tapas Panda

Tapas is a Quality & Management professional having more than 17 years of experience in both academia and corporate sector. He is a certified Six Sigma Black Belt from Indian Statistical Institute and a certified Trainer of Lean Manufacturing. He is also a trained and experienced ISO auditor for QMS (ISO 9001:2008) and ISMS (ISO 27001). During his stint with typesetting industry he was instrumental in deployment of Quality Management System and Information Security management across the vertical. Prior to joining Prakriti, Tapas worked with Macmillan India, Hewlett-Packard, etc. and other organizations. His experience covers the role of freelance Advisor (Corporate Relations) as well for several organizations in academia and corporate.

Mr. Sugata Banerjee

Sugat brings in his sales experience of around 13+ years. Prior to joining PI, he was working with HAVELLS & handling the wire & cable sales of Telengana region of Andhra Pradesh. Major sales accounts of public & privates enterprises were handled by Sugat. Few of them are APSEB, RINL, DOCKYARD, NTPC, GMR, GVK, HIRANANDANI, and RAHEJA. Sugat provides the inputs of customer requirement & involves himself in fine tuning & testing the end product.

Mr. Pravith K Sugunan

Pravith has over 16 years of experience in various aspects of the airline & travel agency business. His experience ranges for airlines back-office process, reservations, BSP accounting, sales to airline contracting & business development. He has worked in different capacities with various organisations like Lufthansa German Airlines, China Eastern, Kingfisher Airlines, Kuoni Destination Management & Cleartrip.com. He is an aviation enthusiast & loves to collect aircraft models as a hobby.

Mr. Mukesh Sharma

Mukesh Sharma has over 17+ years of experience in Travel industry and has knowledge on various industry trends, know about various industry segments. Involved in Product Development for UK, Italy, USA & North America. Mukesh started his career in Travel Industry with UVI Holidays where he gained experience on weekly Charter flight movements from UK and travelled with groups to various destinations in India, Nepal & Bhutan to facilitate the Tourists. His further venture with Services International , Swagatam Tours, IJ Dream Vacations & Tushita Travels is a proven record of his capabilities in Product development and Market development. Mukesh is instrumental in penetrating into new segments and is targeting to make company's presence notified in European (Italy) and North American Market. He has traveled to Italy for sales trips with his past venture. He is Graduate in Humanities from Delhi University and Diploma Holder in Tourism & Travel Profession.

Mr. Sanjay Thakur

Sanjay is responsible for managing the financials of the company. A graduate from B.Com stream, masters in various ERP solution.

Arindam Nath

•Arindam has over two decades of consulting & line experience across various companies in India and abroad. He has diverse experience across industry verticals like Steel, Chemical, Manufacturing, IT, ITES, Retail & Distribution, Banking, Media, BPO & Global delivery centres, Pharmaceutical, Trading, Real Estate and Supply chain. He has consulted for MNC's, Family run organizations, Start ups & Indian organizations in the across all areas of HR; Transformation of Organization, Review of Board of Directors, assist Organizations in developing their long term strategies, Leadership Role Clarity, Developing Leadership Competencies, Managerial Assessment, Strategic Alignment of HR, Change Management, Organizational Design & Structures, Compensation & Benefit, Evaluation & Grading, HR work flow design and rationalization, Employee Engagement, Performance Management System, Instituting HR systems in start ups, HR Change Management in old family run organizations, Cultural sensitization of MNC's operating in India.

• He has held global responsibilities in India and abroad with companies like GE Capital, ICI, Mashreq Bank, Jumbo Electronics, TV & Radio Today and SAIL.

•Arindam holds a post graduate diploma in HR from XLRI, Jamshedpur and Bachelor of Electrical Engineering from SGSITS Indore.

BILASPUR OFFICE TEAM

Mr. K. Krishna

Being an entrepreneur by heart, Krishna always had a desire to fulfill his dream of being his own boss. Before joining Prakriti Inbound, Krishna had worked for various companies in various positions in sales. His sales experience spans more than 15 years with Coal sector, NTPC, Cement Plants & Private sector dealing Lucas-TVS leading in Auto Electricals, Atlas Copco Leaders of Drilling Solutions & Timken One of the leading Brands of Bearings. He brings in his experience in sales and client interaction and rich associations which gives advantage to the organization.

SILIGURI OFFICE TEAM

Ms. Suman Sur

Before joining Prakriti Inbound, Suman was associated with Reliance Telecom in North Bengal zone for six years. She was handling the postpaid section in various positions. Being in a client handling environment, she has developed some very valuable client relations which can help the organization. She is a Graduate-in-Sociology from North Bengal University.

Mr. Sudipta Banerjee

Sudipta Banerjee has 11+ years of industry experience. As mechanical engineer, he has worked with Power Plant, Industrial safety equipment's and Kirloskar pumps. Sudipta has done a course on Plastics mold design and has good exposure to plastic molds, machineries and materials.

After completion of Diploma in Advance Computing from ACTS, C-DAC he joined Prakriti Inbound to give shape to a concept, t2india.

Sudipta saw an opportunity to cater to the multi-billion dollar untapped, unorganized, scattered world travel and tourism industry. Self-motivated and a drive to excel have helped him lead the highly professional teams working on projects like t2china, t2bangladesh, e-commerce applications, hotel and travel industry software.

Ms. Sanchita Bhowmik, PMP

Sanchita has 15+ years of experience in total IT solution. She has involvement in analyzing, designing, developing and administering a wide range of commercial applications like financial Accounting System, Banking System, Shipping business Applications, Client Information System and Manufacturing Systems. She has extensive experience on all aspects of software development life cycle in heterogeneous environment and has demonstrated experience in technical leadership and in project management.

Sanchita focuses on strategic technology development, next generation systems architecture and oversees ongoing product development and deployment activity across the company.

Sanchita has been associated with organizations like –

- GE Appliances, Appliance Park, Louisville, KY, USA
- General Electric (ED&C), Plainville, CT, USA.
- MICHELIN Tyre, Clermont Ferrand, France
- P&O Swire Ltd, Tokyo, Japan.
- KIOSK AG, Switzerland.
- Tata Consultancy Services, New Delhi, India

CERTIFICATION

Sanchita has earned her PMP credential from PMI in 2010.

OUR TEAM (CHINA TEAM)

Mr. Baibhab Das

Baibhab after graduating in Computer Science Engineering joined Prakriti Inbound. Now is responsible for sales and marketing of Prakriti Inbound Beijing Office through the online platform of t2india, B2B online & offline agents. He collaborated with various Clients like international School, Media Group, Special photography group etc. for group movements from China.



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